



1915 Prosperity Sale

To earn, to spend, to work, to earn, to spend again—

The store-wide sale which will be inaugurated to-morrow morning is entirely without precedent. There is no measure by which its magnitude may be compared. We present this all-embracing merchandise event to give such impetus as we may to a condition which we believe has already begun to assert itself. This great nation of ours is all more or less a gigantic co-operative society—much as though we had all agreed to consume the products of each other's endeavor to the end that great markets and tremendous production might be created and sustained and lucrative employment thus assured to all. To earn, to spend, to work, to earn, to spend again—a great, wonderful cycle of constant earning capacity and purchasing ability, each entirely dependent upon the other. That you cannot spend if you do not earn, is evident enough. *But that you cannot earn if you do not spend is a thousand times deeper and more vital truth.*

Every Department in the store and how each is affected

(Exception—The Victrola Department.) Price reductions cannot be made on Victor Talking Machines, Victor Records or Victor Accessories. "The Easy Way to Purchase"—Simpson-Crawford Convenient Payment Plan—will be available to all intending Victrola purchasers.

Silks
15% to 50% Off
Advertised Tuesday, Jan. 19
ON SALE BEGINNING TO-MORROW

**Women's and
Misses' Coats,
Suits, Dresses, Furs**
15% to 50% Off
Advertised Wednesday, Jan. 20
ON SALE BEGINNING TO-MORROW

**Muslin Under-
wear, Blouses, Cor-
sets, Infants' Wear**
15% to 35% Off
Advertised Thursday, Jan. 21
ON SALE BEGINNING TO-MORROW

**Men's & Boys'
Clothing and
Furnishings**
10% to 50% Off
Advertised Friday, Jan. 22
ON SALE BEGINNING TO-MORROW

**Furniture, Rugs,
Upholsteries**
20% to 50% Off
Advertised Sunday, Jan. 24
ON SALE BEGINNING TO-MORROW

**Household &
Fancy Linens**
15% to 35% Off
Advertised Monday, Jan. 25
ON SALE BEGINNING TO-MORROW

**Dress Goods
and Piece Woolens**
20% to 50% Off
Advertised Tuesday, Jan. 19
ON SALE BEGINNING TO-MORROW

**Gloves, Hosiery,
Wrappers, etc.**
10% to 50% Off
Advertised Wednesday, Jan. 20
ON SALE BEGINNING TO-MORROW

**Women's &
Children's Shoes**
20% to 50% Off
Advertised Thursday, Jan. 21
ON SALE BEGINNING TO-MORROW

**Men's and
Boys' Shoes**
10% to 35% Off
Advertised Friday, Jan. 22
ON SALE BEGINNING TO-MORROW

**Pictures, Silver-
ware, Jewelry, etc.**
20% to 35% Off
Advertised Sunday, Jan. 24
ON SALE BEGINNING TO-MORROW

Blankets, etc.
10% to 35% Off
Advertised Monday, Jan. 25
ON SALE BEGINNING TO-MORROW

Wash Goods
15% to 30% Off
Advertised Tuesday, Jan. 19
ON SALE BEGINNING TO-MORROW

**Notions and
Dressmaking
Supplies**
15% to 30% Off
Advertised Tuesday, Jan. 19
ON SALE BEGINNING TO-MORROW

**Chinaware and
Crockery**
10% to 35% Off
Advertised Sunday, Jan. 24
ON SALE BEGINNING TO-MORROW

Kitchenware
10% to 35% Off
Advertised Sunday, Jan. 24
ON SALE BEGINNING TO-MORROW

**White Goods,
Towels, Sheets,
Bed Spreads**
15% to 35% Off
Advertised Monday, Jan. 25
ON SALE BEGINNING TO-MORROW

Toilet Articles
10% to 35% Off
ON SALE BEGINNING TO-MORROW

SURETY COUPONS FREE WITH PURCHASES
DOUBLE COUPONS FREE With Forenoon Purchases
SINGLE COUPONS FREE With Afternoon Purchases
\$2.50 IN GOODS FREE for Each Filled Book of Surety Coupons
Simpson-Crawford
SIXTH AVE. 19th to 20th STREET

Every department in the entire store (one exception elsewhere noted) has been focussed in this titanic selling event.

Thousands of articles in the various departments have been subjected to a compelling discount. As an instance: Our January Sale of Silks was scheduled to open February 1st. Great, new stocks were brought from the mills. Prices were to be very low indeed. *Now here is the point—these silks will go on sale to-morrow at reductions of 15 to 50 per cent. See Tuesday's Evening Journal and World. Just so with the Housefurnishings, Dresses, Undermuslins, Gloves, Shoes, Hosiery—everything.*

Why, the *whole store* is on sale—simply *ablaze* with big events—and every stock will be replaced, as fast as sold, with new goods which, too, will be marked just as we have marked these!

What this country needs is *work*—new orders for new factory goods. Orders mean factory employment, office employment, transporting employment, selling employment—thus *earning capacity and purchasing ability all along the line.*

We believe the "hard times" are becoming "better times"—and growing better every day.

We believe that the Fear-of-Reduced-Income has lost its hypnotic stare—that you are ready now to "live" again, enjoy again—*work and earn and spend again.*

Upon our ability to *earn* and our liberality in *spending* is built the structure of our national prosperity. To wear *good clothes*, and *good shoes*; to live in a *real home with real home comforts*; to *buy and enjoy* the comforts which our neighbor creates for us that he may enjoy the comforts which *we* create—to live fully, freely, respectably—that is *what makes the wheels go round!*

Industries everywhere are eager to make profit-concessions to get their factories under way and to give employment to their organizations. This store and every other store is willing to make concessions to the same end.

This great event is only a *starter*.

We trust there will be many others of as high conception in all lines of industry.

We trust that *earn*ers will lend their aid in purchasing such goods as they have put off purchasing for the past year, and take advantage *now* while every help is needed, and every opportunity is given.

At least one department will be itemized in the papers every day—will be listed in a plain-fact and plain-price manner that you may see and compare. *But the prices in every department every day of this sale will be the same as they are to-morrow, when the sale opens. You can buy in any department to-morrow at the same unexampled savings that you will see on the day the items are put in print.*

We Will Advertise Specific Items as Follows:

TUESDAY, JAN. 19—Silks, Dress Goods, Wash Goods, Notions, and Dress-makers' Supplies.

WEDNESDAY, JAN. 20—Women's and Misses' Coats, Suits, Dresses and Furs, Gloves, Hosiery and Underwear.

THURSDAY, JAN. 21—Women's Muslin Underwear, Waists, Corsets, Infants' Wear, Wrappers, Petticoats and Women's Shoes.

FRIDAY, JAN. 22—Men's & Boys' Clothing, Men's & Boys' Shoes, Men's Furnishings.

SUNDAY, JAN. 24—Furniture, Rugs, Upholstery, Kitchen Goods, China, Pictures, Blankets, Clocks, Silverware.

MONDAY, JAN. 25—Linens & White Goods, Toilet Goods.

THE PIANO DEPARTMENT
has made wonderful purchases from the Laffargue Company and the Autopiano Company, especially for this event—all of which is told in detail today in the Evening Journal.

Buy
the
things
you have
put off buy-
ing—buy them
NOW, share, and
help your neighbor
to share, Prosperity